

CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT (CTBID) BOARD

SPECIAL MEETING MAY 5, 2009 AGENDA

2:00 p.m.
City of Carlsbad
1635 Faraday Avenue, Room 173B
Carlsbad, CA

NOTICE TO THE PUBLIC:

1. Meetings are divided into categories shown below
2. When you are called to speak, please come forward and state your name and address.
3. All persons requiring assistance or auxiliary aids in order to effectively participate may contact the Administrative Services Office (760-602-2409) at least 24 hours prior to the meeting to arrange for reasonable accommodations.

PUBLIC COMMENT:

If you desire to speak about an item not listed on the agenda, a pink "Time Reservation Request" form should be filed with the Board Minutes Clerk. A total of 15 minutes is provided for the Public Comment portion of the Agenda. Speakers are limited to three (3) minutes each.

If you desire to speak concerning an item listed on the agenda, a white "Time Reservation Request" form should be filed with the Board Minutes Clerk. Each speaker is limited to three (3) minutes each. Please remember to state your name and address for the record.

I. CALL TO ORDER 2:00 p.m.

II. ROLL CALL

REPORTS AND DISCUSSION ITEMS:

III. STAFF REPORT

Staff will provide the following reports at this time:

- 1) Financial Update

IV. AB 05-09-42 APPROVE CONTRACT WITH MINDGRUVE FOR THE ENDLESS SUMMER MARKETING CAMPAIGN

Adopt Resolution #2009- 2 entering into a contract with Mindgruve to develop and implement the Endless Summer Marketing Campaign .and appropriate funds.

VII. NEXT MEETING

Annual Meeting is scheduled for May 19th at 1pm

The remainder of the categories is for reporting purposes. In conformance with the Brown Act, no public testimony and no Board action can occur on these items.

GENERAL COUNSEL COMMENT

PUBLIC COMMENT

ADJOURNMENT